## **CONTENT STRATEGY DISCOVERY**

Your "Why"	
	What is your overarching goal? Your deeper purpose? What drives your energy and passion?
Positioning Statement	How do you fit into the landscape of suppliers? Who are you? Who is your target audience? How are you unique?
Slogan	
	Communicate your position in a way that connects with your audience.
Authority Themes	
1. 2. 3.	4.
de as	i
Targeted Content	
1. 2. 3.	4.

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